



Department of Communications
United States Catholic Conference

3211 4th Street, N.E. Washington, DC 20017-1194 (202)541-3200 FAX(202)541-3173

97060184

June 2, 1997

RECEIVED

Hon. Reed E. Hundt

Chairman

Federal Communications Commission

Room 814, 1919 M Street, N.W.

Washington, D.C. 20554

JUN 24 1997

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

DOCKET FILE COPY ORIGINAL

Ref: Notice of Inquiry Regarding Issues
Raised by Advertisements of Distilled Spirits on
Radio and Television

Dear Chairman Hundt:

On behalf of the Communications Committee of the United States Catholic Conference ("USCC"), I support your position urging that the Federal Communications Commission ("the Commission") issue a Notice of Inquiry on the issues raised by the recent phenomenon of advertisements for liquor on over the air broadcast television and radio. The USCC is a nonprofit, federally tax-exempt corporation whose members are the active Catholic Bishops of the United States. By this letter, I am urging your fellow Commissioners to join you and issue the Notice of Inquiry. The decision by the distilled spirits industry to end its voluntary ban on television and radio advertisements and the acceptance of these advertisements by some television and radio licensees raises the important issue of whether such advertisements are consistent with the obligation of television and radio licensees to serve the public interest. That issue, and related issues regarding broadcasting and children, are squarely within the jurisdiction of the Commission. Currently, there is no public forum in which all interested parties may submit facts and debate the legal and public policy issues raised by these advertisements. A Notice of Inquiry would create this vital forum, without prejudging the merits of the matters raised.

Sincerely,

A handwritten signature in dark ink, appearing to read "Thomas J. Costello".

The Most Rev. Thomas Costello
Chairman, Communications Committee
United States Catholic Conference

CC: Commissioner James H. Quello
Commissioner Rachelle B. Chong
Commissioner Susan Ness

MMB ENFORCED
COMPLAINT
INVESTIGATION

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97060269

June 11, 1997

Chairman Reed Hundt
Federal Communications Commission
1919 M Street NW, Suite 222
Washington, D.C. 20554

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JUN 24 1997

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

Dear Chairman Hundt:

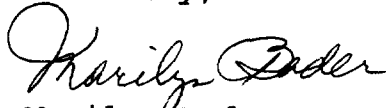
DOCKET FILE COPY ORIGINAL

I strongly urge you to exercise FCC authority to implement the petition filed by 24 national organizations on May 14, 1997. This petition requested the FCC to require broadcasters to provide a significant amount of airtime for privately funded alcohol counter advertisements.

The rise in teen alcohol and other drug use statistics is cause for concern. The numbers remained steady or decreased until 1992 at which time funding for prevention and intervention efforts decreased and advertising budgets increased.

It is crucial to our nation's future to provide youth, families and neighborhoods with clear "non-use by minors" messages. In fact, underage use will decrease only when adults take on adult responsibilities and act like the leaders of our families, neighborhoods, organizations and business as well as our government.

Sincerely,



Marilyn Bader
6719 Bonnie Ave.
St. Louis, MO 63123

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JUN 19 10 56 AM '97

HMB ENFORCEMENT
COMPLAINTS
INVESTIGATION

6/12/97

974-272

RECEIVED Mr. Rud Hundt,

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JUN 24 1997

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

This is an open letter to a lot of different people. People who can identify with my puzzle and help us sort it all out.

Have you had those moments that just make you madder than heck, and you want yell and scream out "What is going on?" Like, back when the cable company also carried radio, and one day decided to stop carrying KUNM. They didn't think that anyone was listening. But after a bunch of people called and asked "What in the H...is going on? I want my KUNM!" They finally put it back on. Duh. No survey of the customers to see what they watched or liked or wanted. Just like KVSF's all-sports format. No choice, too bad. You know, I just hate it when that happens!

On election night, I kept hoping they would tell me how many votes my candidate got. He was running in lots of states, but NOOOO! I had to wait until the morning paper to find out how many votes the Green Party got! Do you get the feeling they're not telling us what we really want to know? People, we deserve better than what we are being dished out. Jeez, I hate it when that happens!

I've talked to journalists working in Central America, who sent home stories of what was really happening down there. Surely you remember reading some of them? Wrong! The war in El Salvador lasted 12 years because ~~You don't know~~ anything about it. A favorite quote of mine from that era: "If you are not outraged, then you are not informed," is just as true today folks. It's time to get mad.

But, the event that really brought me out of the woodwork, was the absolute take-over of our local, hometown, community radio station, KVSF. I am told that the people had been replaced by "satellite feed"; that the station wasn't making a profit, (inexcuseable sin); that sports is more profitable than anything we might be interested in; and it's OK that someone can just buy us out, and shut us up. We can and are complaining. We are asking the FCC to please consider the community's right to have public access to the programming of it's local radio stations. That is, in Santa Fe, not 30 miles away. When KVSF, "the Voice" of Santa Fe, lost it's voice, we lost our voice, yet again. God, I hate it when that happens!

This is an open letter to all of you out there ready to speak up for your Free Speech and Information Rights. I am talking about the erosion of what you are allowed to know, hear, see, read, talk about, and vote on. These things will continue to happen as long as we persist in shrugging it off and moving on, albeit with a sigh. And, yet, if you were to ask the owners/editors/managers why they deny us our voices, they would tell you, "They're not economically feasible". Let us elevate the Fight for what's Right. We should allow a higher Ideal to prevail, not profits. (Blasphemy!)

Get active, be vocal, be vigilant, else be stripped of your ability to know, to see, to understand.

Linda Mattocks
Linda Mattocks
103 E. San Mateo, Santa Fe, N.M. 87505
(505)982-1526

*In your drive to make
the Internet accessible
to all, don't forget the
importance of local radio stations
in, and to, the community.*

RECEIVED

9716-270

June 13, 1997

DOCKET FILE COPY ORIGINAL

Chairman Reed Hundt
Federal Communications Commission
1919 M Street NW, Suite 222
Washington, DC 20554

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JUN 24 1997

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

Dear Chairman Hundt:

I urge you to decide in favor of the petition to mandate alcohol counter-advertising in broadcast media that run alcohol ads.

When I was a grade-schooler in the 1960s the FCC mandated tobacco counter advertising. I have very clear memories of these counter-ads. Though both my parents smoked, I decided at a young age never to smoke based on the messages from television that discouraged smoking.

I believe messages on television discouraging alcohol use by young people and educating drinkers about the physical and psychological effects of alcohol would be very, very influential on people's decisions not to drink or to drink with care.

This plea comes from my own experience with alcohol. My family has buried one of its young people — dead from a beer-related car crash — and one of its elders — dead from alcoholism.

If any substance requires the stronger strategy of mandated counter-advertising, it is alcohol. The widespread use of alcohol and the costliness of problems arising from its use are well-documented. The extent and seriousness of the problems caused by alcohol are enough to merit federally mandated counter advertising.

Sincerely,

Michelle Rene Wiese

Michelle Rene Wiese
6617 Colby Street
Lincoln, NE 68505
402-467-6496

HMB ENFORCEMENT
COMPLAINTS
INVESTIGATION

JUN 19 10 56 AM '97

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97-1133

TOM B. ARENA

Cal Poly '70
UCLA - '71

TOM B. ARENA
P O BOX # 33118
SAN DIEGO, CA 92163

C
oners;
Reed Hundt,
- Director;
Sirs;

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JUN 24 1997

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

Now that I have your attention,
Please take a little time to read
my letter ?

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FEDERAL BUREAU OF INVESTIGATION
COMMUNICATIONS SECTION
JUN 24 1997

Having been a teacher, I have had many talks with my students on the matter of drinking and driving because one of my students was killed because he was .10 Blood Alcohol. This morning, Mr. Hundt I watched and listened to you on the C-Span channel talking to the kids at 4-H. That segment ought to be made available to all schools all across the Nation so that kids can hear your comments and then make their Own known to members of Congress.

I'm sure you've seen often enough, the Joe Camel in advertisements promoting smoking. 1st of all, Camels are foul smelling animals, they are nasty slobbering ugly animals also. That ought to tell young people a lot about tobacco. Maybe, what with all the Alcohol related deaths, it's time we told the truth about Alcohol too. For too long, Alcohol has been promoted as being (CHIC) and to drink is to be (IN). Drinking is what makes One socially acceptable and if you are not a drinker, you'r a Nerd, Square, some kind of weirdo.

Mothers of M A D D are fighting a loosing battle because as long as there is Alcohol of any kind available, someone will drink it and drive. These kinds of people are manic depressive, have little to no value for their Own lives or the lives of others. Intelligent people don't drink and drive, and highly, very very highly intelligent people don't drink at all. Having worked in a Coroner's Department for 2 years, I did enough autopsies on street winos and other chronic Alcoholics who have died from Cirosis of the Liver because of a long life of drinking. Is this then the legacy the Alcohol Beverage Companies want to pass on to Our children ? They spend millions on advertising trying to plant the notion that drinking is fun, look at the beer commercials just from Bud Light and Budweiser alone. They use Frogs to make their commercials as comical as Joe Camel. The fact and reality is, and I've seen the tests and studies, One straight shot of Alcohol impairs One's mental condition behind the wheel of a vehicle. Think of it, One straight shot of Alcohol.

Are we and should we, be surprised to find out that young kids are starting to drink at a very very early age ? Why ? After all, Daddy comes home from work and what's the 1st thing he reaches for ? His cold beer. Mother comes home from work and she fixes herself a martini. What are their children to think when they see this ? Well, if it's O K for them, why not for the children too ? Do you realize how much money is involved in the Alcohol Industry ? We're talking about Billions here. You think they are gonna sit still for any ban on advertising their products ? You know what their big argument will be ? The loss of JOBS by workers in that Industry.

You've heard the saying,
" It's a jungle out there ", well,
it is we, who have created that Jungle.
The worst part is, we've created an
atmosphere of survival of those who
can afford it. And, since the Alcohol
and Tobacco Industries are 2 of the
wealthiest in the Nation, they aren't
about to go quietly.
Do you really seriously think they could
care that kids are drinking at an
earlier age and that we now have teen
age Alcoholics ?



We are breeding a young generation of children who are
more prone to violence and all the things that lead to such behavior.
If drugs are known to cause such abnormal behavior, what about Alcohol ?
We know what smoking does to the human body, and yet, there are those
even in the Medical profession, (who are well paid by the Alcohol Companies)
who keep telling us that Alcohol does have Medicinal value to good health.
Really ? O K, I'm Italian, my family used to make Italian wine.
Yet, I don't drink, I don't smoke, I'm 65 but few believe I'm that
Old or look it. I've never ever been drunk in my life, I don't have
A I D S, never ever had VD. My consumption of beer would be about
One 6 pack a year. I don't drink anything stronger. Beer I have with food.
This is what I preach to kids in schools when I was a volunteer for the
Lung Assn and the American Heart Assn.

If we are seriously deeply concerned about Our childrens eating habits,
shouldn't we be even more concerned with their use of drugs, Alcohol
and Tobacco ? When we were growing up, over and over we heard from
parents and teachers, " Honesty is the best Policy ", if that was so,
what's happened to honesty in these times ? Obviously, honesty is no
longer the best policy, when it comes to selling a product. It has been
replaced by, " Let the buyer be ware ". How marvelous a comment to
tell Our children. We talk about wanting to protect Our kids, keep them
out of harm's way, and yet, we bring home the drugs, the Tobacco,
and the Alcohol. We are told to lock up guns, household cleaning
products, medicines, what about Tobacco, and Alcohol ?

The President and General Powell talk about getting Americans to be
volunteers, well, what about volunteers to go to schools and talk to kids
about the dangers of Alcohol - Drugs - Tobacco ? If M A D D is ever
going to achieve it's goal, they have to work with you to keep all
advertising of Alcohol off TV. We have to bring up a generation of
young people who will spread the word that smoking, drinking and drug use
IS NOT COOL. We better start telling the truth as to what these products
do to good health. More kids know the 4 letter F word then they know
the T word, T= Truth, & Honesty. I hope you will fight hard to bring
back the value of Honesty and truth to Our children. If you have a
hearing coming up before members of congress, I'd love to be of any
help I can be, let me know.

Sincerely,

Tom B. Arena

Tom B. Arena

109 Tunnelton Street

Apt 2

Kingwood W.V 26537

May 12 1997

RECEIVED

JUN 24 1997

Dear Mr. Reed

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

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Dear Sir, I will support any endeavour to rid our communication systems of advertisement for alcohol and tobacco products.

To show my age I remember what happened to Frank Califano. but Mr. Califano was right.

It is reported that the beer companies are the third largest soft money contributors in American politics

It is also known the pernicious influence of the Bronfman family and their Seagrams empire.

Normally I would take a libertarian stance on any issue of government regulation. I would usually classify myself as a devotee of John Locke, Adam Smith, Ayn Rand, Friedrich Hayek, Milton Friedman and J. Calhoun.

In this case however, despite my distrust and disgust at the Marxist Mandarins of our bureaucratic Leviathan, I laud your efforts to curtail the merchants of death; i.e. the tobacco and alcohol companies. May you root out these disciples of Dionysius and Belial.

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I had been a Fireman and have seen a fraction of the damage these drugs cause American Society. Tell the child burnt blind and paralyzed about their mothers "right" to smoke. Tell the homeless uninsured widow who lost everything because of another tenants right to smoke.

● Ask any paramedic throughout the country to the pernicious effects of alcohol. Ask any police officer why we allow this maddening toxin to be promoted.

Considering the death, devastation pain to family members and innocent people what in God's name are we doing allowing legalized drug pushers on our public airways? If one of our politicians received money from the Medellin drug cartel they would immediately be censured. Why not this same outrage at those who would encourage dissipation and dissolution and destruction of families?

Normally I would be on the party line as the CATO / Heritage Foundation. But in this case you have the high moral ground. I support you.

Michael J. Guy
412-~~227~~ 279-2279

mmb

97-149

630 ATKINS DRIVE - GLENDALE, CA - 91206 - (818) 548-5030
MAY 20, 1997

Reed Hundt, Chairman
Federal Communications Commission
1919 "M" Street, NW
Washington, DC 20554

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JUN 24 1997

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

Dear Mr. Hundt:

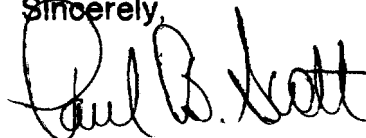
I am writing in **support** of the proposal to **implement counter alcohol advertising**. It is encouraging to find that this issue is being given consideration by the FCC.

Alcohol produces many negative effects in our Society. Although the documented deaths from its consumption only approximate one quarter of deaths caused annually by tobacco products, 100,000 needless, early deaths are something to consider. Since the host of societal problems resulting from beverage alcohol are legion, those in drug prevention still label alcohol as the Number One Drug Problem in America.

But how is alcohol advertised? It is always depicted in a way that suggests affluence, youth, and virility. And increasingly, beer advertisements on television seem aimed at underage drinkers. Naturally, with over 100,000 customers dying each year, new ones need to be recruited. It is especially to the children and teenagers that we owe truth in advertising.

I urge you to make this issue a priority in FCC deliberations. You have the power to make a real difference in bringing some measure of accountability and truthfulness to alcohol advertising on public airwaves.

Sincerely,



Paul B. Scott

MHB ENFORCEMENT
COMPLAINTS
INVESTIGATION

JUN 13 10 43 AM '97

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JUN 24 1997

FEDERAL COMMUNICATIONS COMMISSION
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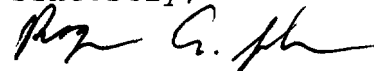
5-21-1997

Roger A. Sparks
13939 Maxfield Rd.
Jamul, CA 91935

Dear Mr. Hundt

I want liquor advertising taken off of the airwaves FOREVER. That includes both radio and television. Over 50% of all traffic fatalities have involved liquor. Liquor is far too "popular" in this country and in the rest of the world- especially when a logical mind examines this problem. To put it very bluntly it causes DESTRUCTION. I am also very tired of seeing the reports on T.V. and hearing the reports on the radio of all of the violent and insane things people have done under the influence of alcohol. In my opinion it is a VERY DANGEROUS POISON AND THE FCC and Federal Government should not let it be advertised as a luxury or as a thing to be considered as a social good. IT IS A SOCIAL EVIL. Your attention to this matter is very important.

Sincerely,



Roger A. Sparks

P.S. I also think it should be illegal for the liquor and tobacco industries to gain ANY kind of immunity from prosecution.

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JUN 13 10 43 AM '97
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COMPLAINTS
INVESTIGATION



NCADD

NATIONAL COUNCIL ON ALCOHOLISM AND DRUG DEPENDENCE
OF THE SAN FERNANDO VALLEY, INC.

14557 FRIAR STREET, SUITE 107
VAN NUYS, CA 91411
818/997-0414
FAX 818/997-0851
HEARING IMPAIRED • TDD 818/997-0670

May 27, 1997

97060164
DOCKET FILE COPY ORIGINAL

Commissioner Reed Hundt
Federal Communications Commission
1919 M Street NW
Washington, DC 20554

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JUN 24 1997

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

Dear Commissioner Hundt,

I understand that the Federal Communications Commission has the authority to require broadcasters to offer a significant amount of air time for privately funded alcohol counter-advertisements. I strongly urge you to implement the petition filed by the National Council on Alcoholism and Drug Dependence and 23 other organizations on May 14, 1997.

Since broadcasters accept money to air ads for alcohol, which is the third leading cause of preventable death in the United States, they should provide time for counter-ads that challenge the messages and images that glamorize and normalize the use of alcohol.

Alcohol poses enormous short-term health risks to the nation's youth who currently use it in significantly higher numbers than any other drug, including tobacco. These teenagers are more likely to be involved in alcohol-related fatal car crashes, or the victims of suicide or homicide. In addition, alcohol also causes academic and athletic performances of both sexes to suffer.

Alcohol ads clearly attract the attention of youth. A recent USA Today survey shows that the Budweiser frog commercials have been seen by 99 percent of high school students. The young people reported the ads make drinking more appealing and make them want to buy the product. Other ads were shown to be similarly effective.

Thank you for considering this request.

Sincerely,

Al Jeffries
Executive Director

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MHB ENFORCEMENT
COMPLAINTS
INVESTIGATION

NEWHALL OFFICE
24416 Walnut St.
Newhall, Calif. 91321
(805) 254-0700

ADMINISTRATIVE OFFICE
14557 Friar St.
Van Nuys, Calif. 91411
(818) 997-0414

SAN FERNANDO OFFICE
P.O. Box 808
San Fernando, Calif. 91340
(818) 365-2988

MAIL CONTROL SUBJECT SHEET

97660253
Assigned _____
NRN - File _____

PUB. # _____
R.A. Favorable +
R.A. Unfavorable -

Reassign _____

97660253 Name Debra E. Jay
Assigned TS Address Northville, MI
NRN - File CR Date 6-10-97
PUB. # _____
R.A. + AA
R.A. - _____ Subject _____

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AM FM TV
NOTE _____

Behalf of _____

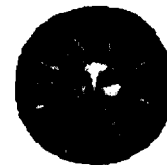
AM FM TV

No. of Letters _____ AM _____ FM _____ TV

Specific Program - _____

Petitions - Number of Signatures _____

97050252



Debra Erickson Jay

June 10, 1997

Chairman Reed Hundt
Federal Communications Commission
1919 M Street N.W.
Washington, D.C. 20554

RECEIVED
JUN 24 1997
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FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

Dear Chairman Hundt:

Since I have serious concerns about the alcohol industry's advertisement practices and how they negatively influence our children today, I am deeply grateful that you have publicly denounced the introduction of distilled spirits ads on television and radio.

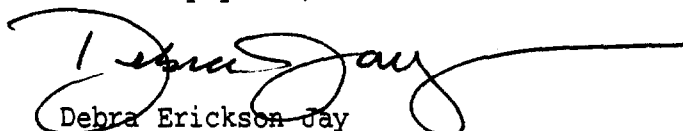
As you know, alcohol is America's #1 drug problem. I do not believe that, as a country, we can afford to continue glorifying the drug alcohol over our public airwaves, giving our children the message that alcohol is a friendly beverage that will make you sexy, popular, athletic, smart, and happy.

We must tell the other side of the story - that alcohol also leads to divorce, abuse, lost potential, legal problems, health problems, financial ruin, billions of dollars of lost revenue...and the list goes on.

I have written to Commissioners Chong and Quello, urging them to begin looking for solutions to the problem. I personally support banning all alcohol advertisement on television. But, short of that, requiring broadcasters to offer time for counter-ads is an excellent solution. If we are going to market the drug alcohol over our airwaves, the least we can do is provide for the public's well-being in this way.

I support your work and the petition that will employ the FCC's authority to require responsible handling of this crucial issue. Thank you.

Sincerely yours,


Debra Erickson Jay

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JUN 18 9 41 AM '97
FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY



9706.271

"JUST SAY NO"
INTERNATIONAL
 2000 FRANKLIN ST.
 SUITE 400
 OAKLAND, CA 94612
 510-451-6666
 800 258-2766
 FAX 510-451-9360
 youth@just sayno.org

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June 10, 1997

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JUN 24 1997

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

Chairman Reed Hundt
 Federal Communications Commission
 1919 M Street NW, Suite 222
 Washington, DC 20554



HONORARY CHAIRMAN
 NANCY REAGAN

BOARD OF DIRECTORS

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 EL DORADO
 COMMUNICATIONS, INC.

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THOMAS EDWARDS
 VISA, USA

ANDREW HENDRY
 COLGATE-PALMOLIVE

JEFF HUNT
 BURSON-MARSTELLER

ERIC LIANG JENSEN

MICHAEL KIELAR
 TEJON TECHNOLOGIES

MARK LEVY
 PROCTER & GAMBLE

PRAKASH SHAH
 FIRST GROWTH GROUP

PRESIDENT
 IVY G. COHEN

OF COUNSEL
 DOV M. GRUNSCHLAG, ESQ.

Dear Chairman Hundt:

The Federal Communications Commission has the authority and obligation to require broadcasters to provide a significant amount of airtime for privately funded alcohol counter advertisements. I strongly urge you to exercise that authority to implement the petition filed by 24 national organizations on May 14, 1997.

Alcohol use is the third leading cause of preventable death in the United States. Broadcasters sell time on the public airways for commercial messages that promote alcohol use and create a glamorous, positive image for a hazardous product. Providing airtime for alcohol counter ads would fulfill their obligation to broadcast in the public interest.

Alcohol use poses a particular risk to our nation's youth. Underage drinking is a widespread and persistent problem. One in ten eighth graders report being drunk in the past thirty days. By the time they are seniors in high school, one third will report this high risk behavior within the past month. Alcohol-related crashes are the leading cause of death of American's youth and young adults 15-24 years of age. Drinking increases the risk of sexual assault and date rape among girls, boys who drink are more likely to be involved in violence and crime. Alcohol use also contributes to poor academic performance.

Alcohol ads on the broadcast media clearly attract the attention of youth. A study by the center on Alcohol Advertising found that 9 - 11 year olds are more familiar with the Budweiser frogs than with Smokey Bear or Tony the Tiger. A USA Today survey shows that the Budweiser frog commercial has been seen by 99 percent of high school students; 92 percent liked the ad; 38 percent said the ad makes drinking more appealing and 18 percent said the ad makes them want to buy the product.

Action by the commission is both appropriate and urgent.

Sincerely,

John de Miranda, Ed.M.
 Vice President for Program Services

enclosures

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 COMPLAINTS
 INVESTIGATION



**"JUST SAY NO"
INTERNATIONAL**
2000 FRANKLIN ST.
SUITE 400
OAKLAND, CA 94612
510-451-6666
800 258-2766
FAX 510-451-9360
youth@justsayno.org

Fact Sheet

"Just Say No" International Question & Answers



- **What is "Just Say No" International?**

"Just Say No" International is a national non-profit organization dedicated to empowering children and teenagers to lead healthy, productive, drug-free lives. Formerly The Just Say No Foundation, the organization changed its name to "Just Say No" International in October 1987. The organization is headquartered in Oakland, California, and maintains regional offices in Chicago, New York City, Denver, Oakland and the Dakotas.

- **What does "Just Say No" International do?**

"Just Say No" International provides innovative, research-based programs to help young people develop life skills to succeed in all areas of their lives by promoting academic achievement, social development, and physical and emotional well-being. In an eight year period, the original "Just Say No" Club program succeeded in establishing over 25,000 Clubs across the United States and in 12 foreign countries. The Clubs provide educational and recreational activities for kids in a drug-free environment at community centers, public-housing developments, schools, recreation centers, etc. In 1993, "Just Say No" International introduced its innovative **YOUTH POWER®** program, which incorporates the original "Just Say No" Club program into a broader, resiliency-oriented program. "Just Say No" International provides technical assistance through its Oakland office and regional office network to program participants nationwide.

- **What is YOUTH POWER?**

YOUTH POWER is "Just Say No" International's first new program since 1985. Designed for kids ages 5 through 18, **YOUTH POWER** is a community- and school-based program helping young people to discover and hone their assets to succeed in all areas of their lives. The projects that comprise **YOUTH POWER** foster and develop life skills that build resiliency toward destructive behavior. In addition, the program improves young people's academic achievement, and opportunities to contribute to their environment.

- **How is YOUTH POWER different from other prevention programs?**

Traditional approaches to drug prevention have focused on the "risk factors" that predispose youth to drug use and failure. **YOUTH POWER** is based on current research which shows that alcohol and other drug use is entangled in a web of

other problems -- behavioral, physical, emotional, academic, and social adjustment problems. The YOUTH POWER focus moves away from risk factors toward resiliency -- those factors which buffer youth from the effects of stressful events and environments and equip them to lead healthy, productive, drug-free lives.

Research shows that those youth who experience success in one area are likely to succeed elsewhere. YOUTH POWER emphasizes the development of youth partnership -- allowing children and teenagers a meaningful role -- as well as fostering the appreciation of diversity. YOUTH POWER is also the only program to include a comprehensive evaluation component.

- **What happened to the "Just Say No" Club Program?**

The Club program has been incorporated into the YOUTH POWER program. Based on eight years of experience and research conducted by Far West Laboratory for Educational Research and Development, "Just Say No" International found that while the Club program was successful, much more could be done to help young people succeed in all areas of their lives. The first four YOUTH POWER projects are: the *"Just Say No" Club/Drug-Free Teens* Project, the *Transitions* Project, the *Peer Tutoring* Project, and the *CommUnity Service* Project.

- **How is program success measured?**

A national evaluation of the "Just Say No" Club program conducted in 1992 found that involvement in the program increased children's confidence in their ability to resist pressure to use drugs; enhanced their self-esteem; increased their sense of belonging; broadened their horizons by introducing them to new places, people, activities, and experiences; provided opportunities to make a difference in their communities; and gave them lasting decision-making skills and self-confidence.

Evaluations of YOUTH POWER's effect on young people are encouraging. For example, an independent, third-party evaluation funded by the U.S. Office for Juvenile Justice and Delinquency Prevention in Oakland, California concluded that there was a consistent and statistically significant increase in scores the longer youth participated for the following variables: grades, school attendance, school attachment, self-esteem, community involvement, and attitudes about drug/alcohol use.

- **How is "Just Say No" International funded?**

"Just Say No" International is supported through a combination of private and public sector funding, including more than 100,000 individual contributions. Comprised of small gifts from individuals, corporate and private foundation grants, and grants from the Federal government for pilot projects in targeted settings in Oakland, California and Chicago, Illinois. Funds are spent on training, materials, projects and activities. There is no fee for kids participating in the program.



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The YOUTH POWER® Program

YOUTH POWER is "Just Say No" International's first new program since the introduction of "Just Say No" Clubs in 1985. It is the first in an ongoing series of new initiatives being introduced by "Just Say No" International as the organization expands its presence in the youth-services arena.



Young People Are the Solution

YOUTH POWER is a community- and school-based program dedicated to the well-being of children and teenagers. The YOUTH POWER philosophy holds that young people are capable of making significant contributions to solving the problems they face in our society. This outlook not only finds ample support in current research, but makes sense in an everyday context:

- Young people are one of our **most valuable** yet underutilized resources. They have the capacity to make genuine contributions to their schools, communities, and society, and should be encouraged and empowered to make those contributions.
- All young people have **positive traits** and skills that enable them to survive and even thrive in confusing and often difficult circumstances.
- Young people's problems and successes are all **interrelated**, as success in one area of their lives promotes further success in other areas.

The YOUTH POWER program builds on young people's **resiliency**, drawing on and encouraging the skills and attributes that allow young people to cope with challenges and adversity. The program empowers youth to discover and hone their assets to succeed in all areas of their lives.

Enhance and Unite Youth Programs

"Just Say No" International emphasizes the importance of working together and building on existing programs. Because YOUTH POWER is developed and supported by a national organization, it offers a framework for structured growth and a network for sharing information and resources. YOUTH POWER is designed to enhance and unify new and existing programs by filling in programming "gaps" and facilitating collaboration, outreach, and organization. It offers tools for forming alliances with other organizations and generating community support.

The YOUTH POWER projects described in the following section can be implemented individually or collectively. A community or school can begin with a single project and build or start with the whole program. Each project—and the program as a whole—can operate independently or in conjunction with existing programs.

-over-

YOUTH POWER Projects

The YOUTH POWER program is based on current research, which shows that academic, behavioral, emotional, and health issues in youth are interrelated: those who experience success in any of these areas are likely to succeed in other areas as well. The projects that comprise YOUTH POWER help young people lead healthy, productive, drug-free lives by promoting academic achievement, self-esteem, positive relationships, skill-building, a sense of belonging, the opportunity to contribute to their environment, and the ability to cope with and understand change.

In each YOUTH POWER project, young people, under the guidance and supervision of adult and older-peer volunteers, are trained to provide services to their peers, schools, and communities. Using materials developed by "Just Say No" International, local YOUTH POWER projects operate independently or in conjunction with other local programs, with ongoing support from "Just Say No" International.

The *"Just Say No" Club/Drug-Free Teens* Project is an updated, expanded version of the original "Just Say No" Club program for drug-abuse prevention. Through "Just Say No" Clubs (for elementary-school children) and Drug-Free Teens (for secondary-school youth), young people develop and conduct activities to help make their schools and communities drug-free. Members learn about drugs and drug-related issues and use this knowledge to educate their peers and communities and conduct social-advocacy activities such as writing letters to city councils to create smoke-free areas. Project participants also conduct drug-free social events—parties, field trips, and so on—and drug-awareness events.

The *Transitions* Project helps young people through the often-difficult transitions from grade school to junior high/middle school and from junior high to high school. Young people serve as mentors and friends to younger students, offering support and information, conducting welcome events for newcomers, and providing orientation for parents and mid-year transfers.

The *Peer Tutoring* Project promotes academic achievement and commitment to education and provides opportunities for advancement and further achievement. Trained students provide one-on-one or group tutoring to peers who want to achieve more academically. The project can be used in schools and other settings, such as community centers, public-housing sites, and other places.

The *CommUnity Service* Project promotes personal and social responsibility and helps young people feel "connected" to their communities and society. In this community-service project, young people learn life and job skills—from basic business writing to conflict resolution—and apply them in identifying and addressing community needs, independently or in conjunction with other community organizations.

Margot Gayle 235 East 87 Street 6C., New York, N Y 10128

Bureau

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97-1-318

JUN 19 1997

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JUN 24 1997

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

June 15, 1997

Mr. Reed E. Hundt, Chairman
Federal Communications Commission
1919 M Street, NW
Washington, D.C. 20554

RE: No commercials for
public broadcasting

Dear Mr. Hundt:

It was good to read in the June 10, 1997 issue of The New York Times an article "FCC Head Opposes Proposal for Ads on Public TV Stations." I concluded that you feel, as do countless members of Channel 13 in New York City, that commercials have no place on our local station's screen.

Those pressing for a trial of this idea are inviting the proverbial camel to get its nose under the tent flap. They will soon find the camel tromping around inside the tent.

Also, the fact remains that even the most ardent of us will relax our efforts to raise funds for commercial-free broadcasts if we find we have to endure commercials anyway.

I intend to write to the former head of the Corporation for Public Broadcasting, Mr. Lawrence Grossman, who seems to have urged commercials as money makers.

Also, I will write to President Clinton asserting that Public Broadcasting would be the most appropriate recipient of funds realized through auctions of publicly-owned wave lengths.

Please use every power of your office to make this come true.

Sincerely yours,

Margot Gayle

Mrs. Margot Gayle
Long-time member of WNYC Public Radio

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JUN 23 1 52 PM '97

HMB ENFORCEMENT
COMPLAINTS
INVESTIGATION

9706-119

NATIONAL WOMAN'S CHRISTIAN TEMPERANCE UNION

HEADQUARTERS: 1730 CHICAGO AVENUE; EVANSTON, ILLINOIS 60201-4585

**Office of the President
33 North Franklin; Knightstown, Indiana 46148-1221
Telephone 765-345-7600 Fax 765-345-7617**

May 20, 1997

Chairman Reed Hundt
1919 M Street NW
Washington, D. C. 20554

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JUN 24 1997

FEDERAL COMMUNICATIONS COMMISSION
OFFICE OF THE SECRETARY

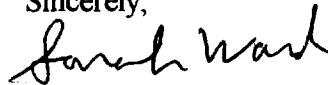
Dear Chairman Hundt:

Thank you for your public support for wanting to accept your authority to require broadcasters to offer a considerable amount of airtime for alcohol counter-advertisement and mandate this provision. Millions of our citizens, both users and non-users have been negatively impacted by the drug, alcohol. Our government has an obligation and opportunity to tell the truth about this product. Facts do make a difference in peoples' lives.

Our organization has been teaching and living total abstinence for 123 years. Preventing alcohol-related problems is a better solution than attempting to rehabilitate. Many citizens are astounded about the facts related to tobacco products and amazed that they remained virtually unprotected. What will they think when they finally get the truth about alcohol? Let's not make them wait any longer.

We are hopeful for a satisfactory resolution to this matter.

Sincerely,



Sarah F. Ward

MMB ENFORCEMENT
COMPLAINTS
INVESTIGATION

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ALCOHOL INFORMATION QUIZ

Fight with Facts!

Use **T** for True and **F** for false.
Read and think about each statement.

- ___ 1. **Alcohol** is the most widely used and abused drug by today's teens.
- ___ 2. A person can **die** from alcohol poisoning.
- ___ 3. Drinking and driving is the number one **killer** of teens.
- ___ 4. Pre-marital **sex** is more common among teens who have been drinking.
- ___ 5. The use of alcohol in **college** hinders many students.
- ___ 6. All alcoholic beverages contain about the **same** amount of ethyl alcohol per serving.*
- ___ 7. Drinking a **variety** of drinks does not make a person more intoxicated than drinking just one kind of drink does.
- ___ 8. There is no way to **sober up** a person quickly.
- ___ 9. Alcohol will **not** make you smarter, a better athlete, popular, or successful.
- ___ 10. A teenager can become an **alcoholic**.

All the items are **true**. How did you score? Read these **facts** so you will be accurately informed about a product that is fighting for your life.

- 1. **Teens don't drink because they like the taste. They drink to get drunk. Binge drinking (five or more drinks in a short time) is drinking to get drunk.**
- 2. **More than 2.6 million students do not know that a person can die from an overdose of alcohol.**

3. Alcohol-related traffic crashes are the number one killer of 16 to 24 year-olds. In 1992, more than 4,900 in this age group were killed in drinking and driving crashes.
4. High school students who drink are four times more likely to have had sexual intercourse and twice as likely to have had four or more sex partners. Sexually active teens who drink are less likely to use condoms. These behaviors increase the risk of HIV infection.
5. Alcohol use by college students is a factor in 40% of academic problems, 28% of dropouts, 80% of acts of vandalism, 90% of reported rapes on campus, and 95% of violent crime on campus.
6. Beer, wine, wine coolers, and whiskey contain about 0.6 ounces of alcohol-by volume which is equivalent to 12 ounces of regular beer, 5 ounces of wine, or 1 1/2 ounces of distilled spirits (80 proof). This is the normal serving amount.
- *Ice beers, a new product being introduced by some beer companies, contain a much higher alcohol-content than regular beer. The alcohol content is deceptive because ice beers don't taste strong. If a person substitutes an ice beer (5.5 % of alcohol by content) for beer (4.6% alcohol by content), a binge drinker would get 20% more alcohol from ice beer than regular beer. Some ice beers have an alcohol content as high as 7% and may be packaged in quart containers, the equivalent of two servings.
7. The amount of intoxication is not determined by the kind of drink but by the amount of alcohol consumed.
8. Nothing has been found to sober up an individual more quickly - not a cold shower, coffee, exercise, fresh air, or anything else. It takes approximately one hour per drink for the body to rid itself of alcohol - a poison. The metabolism is largely the responsibility of the liver.
9. If you believe any of these myths, think again. The advertising propaganda of the alcohol industry has been successful!
10. There are about 4.5 million alcoholics between the ages of 12 and 20. Those who begin drinking prior to age 21 can become alcoholics 10 times faster than if they wait until 21 for their first drink.

Make a wise choice about alcohol. Use these reasons to refuse.

- * "I want to be in control." * "I want to be a safe and responsible driver."
- * "I want to be someone my friends can count on." * "I don't want to get in trouble with - my parents, school, work, or the law." * "It's not for me."
- * "I have better things to do." * "No thanks." * "I'm in training."
- * "I've made a decision to leave alcohol out of my life."

"Alcohol is closely linked with virtually every negative aspect of society: suicide, violent crime, birth defects, industrial accidents, domestic and sexual abuse, homelessness, death, and disease. It is the No. 1 drug problem for people from all walks of life. It's No. 1 among whites, African Americans, Native Americans, and Hispanics, and it's No. 1 among poor people and rich people, men and women, and young and old people alike."

—Hazelden News

Alcohol is currently used by more Americans than any other drug. About 350 die daily from alcohol-related problems while about 15 to 30 die daily from health effects of illegal drug use.

Alcohol is the first drug of choice of today's teens. Half of our teens, grades 7–12, already drink (8 million of them drink weekly). Alcohol has been tried by 91 percent of high school seniors; 35 percent had five or more drinks at least once in the last two weeks. The average age for the first drink is between 10 and 12 years of age. According to a poll conducted by the National Association of Student Councils, 46 percent said alcohol is their school's most serious problem. Alcohol-related injuries are the leading cause of death among teens and young adults. Alcohol is also a gateway drug; early alcohol use is associated with increased involvement with other drugs.

"It is a misconception to think of beer and wine as 'soft liquor'. There's nothing 'soft' about alcohol—there's just as much alcohol in one can of beer or one glass of wine or in one wine cooler, as there is in a mixed drink. And that is the *hard* fact."

—Dr. Antonia C. Novello, Former U.S. Surgeon General

ECONOMIC CONSEQUENCES

The following statistics should be interpreted as indicators of the economic loss which follows the use of alcohol. For every \$1 collected in revenue from the alcohol industry, more than \$11 is spent on alcohol-related problems.

It is also true that for every \$1 spent on the purchase of alcoholic beverages, \$1 in social costs is created. The costs of excessive drinking are estimated to be \$85.8 billion per year, including: losses from reduced

productivity, \$27 billion; early mortality, \$24 billion; treatment and support, over \$8.5 billion; costs of alcohol-related vehicle crashes, over \$2.5 billion; crime, over \$2.5 billion; and fires, almost \$1 billion.

HEALTH CONSEQUENCES

Alcohol affects every organ of the body.

"Alcohol affects immune, endocrine, and reproductive functions. Various cancers associated with drinking include cancers of the lip, oral cavity, pharynx, larynx, esophagus, stomach, colon, rectum, tongue, lung, pancreas, and liver. Other diseases include chronic gastritis, hepatitis, hypertension, and coronary heart disease . . . More of our current college students will die of cirrhosis of the liver than will get doctorates in Business, Management, and Communications combined."

—Dr. Antonia Novello, Former U.S. Surgeon General

Fetal Alcohol Syndrome is the leading known cause of birth defects with accompanying mental retardation. FAS diagnosis is based on the recognition of a cluster of specific characteristics in these categories: growth deficiency, facial abnormalities, and central nervous system effects. It is estimated that 38,000 FAS babies are born yearly and an additional 12,000 are yearly diagnosed FAE (Fetal Alcohol Effects) indicating they do not have the full set of FAS characteristics. FAS and FAE are entirely preventable if pregnant women do not drink. The economic cost of FAS has been conservatively estimated at \$321 million a year to care for these children until they reach the age of 21.

SOCIAL CONSEQUENCES

Alcoholism is the third leading cause of death in this country after heart disease and cancer.

Alcoholism may be defined as occurring when an individual's drinking frequently interferes with work, social life, family life, or health. There are an estimated 11.1 million adults who exhibit signs of alcoholism and an additional 7.2 million who abuse alcohol. The heaviest drinking is done by 5 to 10 percent of the adult population, who consume an average of 4 or more drinks daily. These drinkers account for almost 50 percent of the total alcohol consumption in our country. Women account for over one-third of the membership of Alcoholics Anonymous. There are 4.7 million teen alcoholics.

Chemical dependency among older adults is a growing problem. Studies estimate 10 to 15 percent of all Americans over age 60 suffer from alcoholism—about the same percentage as in the general population. Factors involved include: grief over the loss of a spouse or friend, loss of a job through retirement, loss of one's home, or dislocation of the family.

Four in 10 Americans have been affected by drinking in the family. One in every three families is affected by alcohol. A government report states that 76 million are affected by alcohol abuse, having been married to an alcoholic or problem drinker or having grown up with one. Over seven million children under the age of 18 have at least one alcoholic parent. Children of alcoholics are affected adversely by the dysfunctional family in which they are reared. Health care costs for children of alcoholics is 32 percent greater than for children of non-alcoholics.

Although there has been a gradual decline in alcohol-related car crashes and fatalities, almost half of traffic crash deaths and crash injuries continue to be

alcohol-related. Drinking and driving is the leading cause of death among teenagers. A significant number of youthful suicides involve the use of alcohol.

A U.S. Department of Justice study indicates 54 percent of people convicted of violent crimes had drunk alcohol just before committing the offense. The majority of rapes and assaults are alcohol-related.

The former U.S. Surgeon General, Everett Koop, M.D., noted,

"We can open clinics, we can run school sex-education courses, and we can enlist the help of churches and so on; but, if we don't recognize the influence of alcohol, then we are wasting a lot of time and a lot of money in trying to prevent teenage pregnancy. When teenagers drink, they do things they wouldn't when they are sober; one of the things is to irresponsibly conceive a child."

CONCLUSION

Alcohol use is on the decline. Approximately 49 percent of the adult population now abstain which is the highest number in over 30 years. Is there a renewal of responsibility and honest recognition of what the supposed pleasures of drinking are costing each of us in the United States?

Don't forget . . .

"The alcohol industry is the number one parasite in the United States. It does nothing beneficial for mankind but its very existence depends upon the corruption, tribulations, disasters, and ruination of its victims. It eats away at the physical, moral, economic, and spiritual lifeblood of our nation to gain its selfish objectives—money."

—Mrs. Rachel Kelly, Former President of the National Woman's Christian Temperance Union

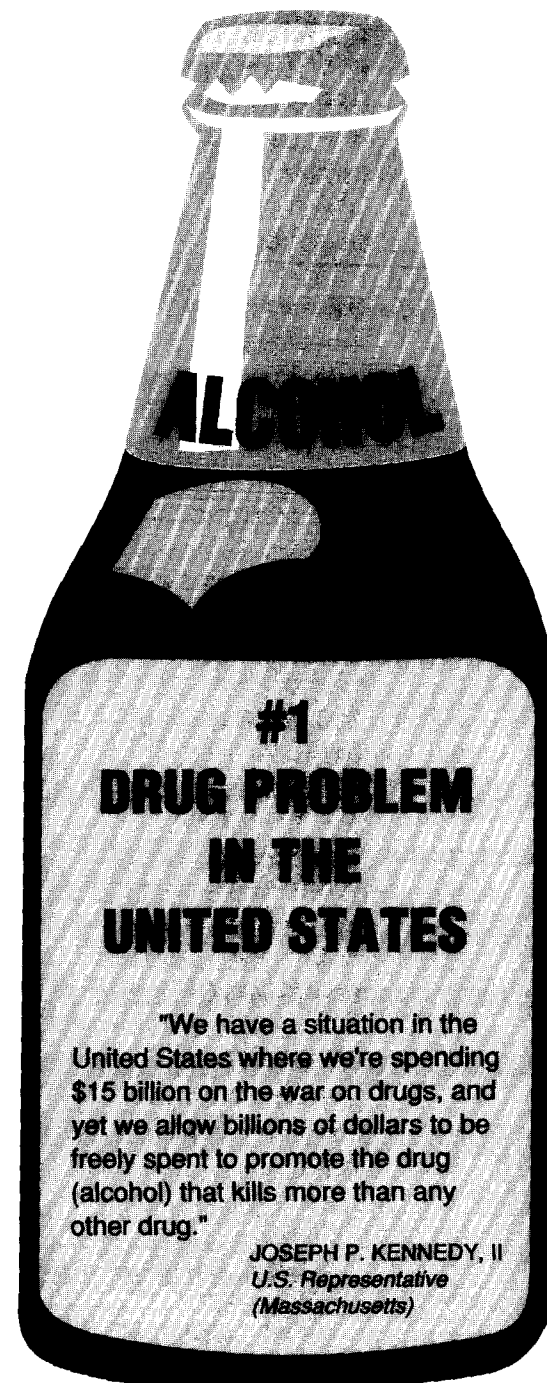
Catalog Number 103A

SIGNAL PRESS

1730 Chicago Ave., Evanston IL 60201-4585

Write or call for prices and catalog 1-800-755-1321

Alcohol



June 16, 1997

DOCKET FILE COPY ORIGINAL 971-80289

Chairman Reed Hundt
Federal Communications Commission
1919 M Street, Suite 222
Washington, DC 20554
FAX: (202) 418-0263

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JUN 24 1997

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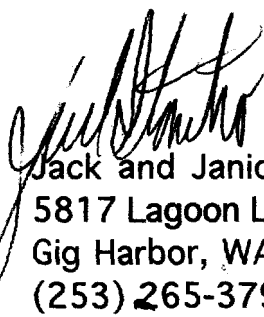
Dear Mr. Hundt:

WE WANT COUNTER-ADVERTISING FOR ALCOHOL ADS!

We support the petition asking the FCC to "adopt a rule requiring licensees that accept alcohol ads to air counter-advertisements" that provide important information about alcohol and that "deglamorize" alcohol use!

We have six grandchildren ranging in age from 3 years to 16 years. We know that alcohol use is the Number 1 cause of death of our young people. Please pass this rule that will save the lives of this country's most important asset: our children. Thank you.

Sincerely,



Jack and Janice Stonestreet
5817 Lagoon Lane NW
Gig Harbor, WA 98335
(253) 265-3794



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